

Form PTO-1594 (Rev. 01-09)
OMB Collection 0651-0027 (exp. 02/28/200)

05-12-2009

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

<p>RE</p> <p>103560134</p>	
<p>To the Director of the U. S. Patent and Trademark Office or the new address(es) below.</p>	
<p>1. Name of conveying party(ies):</p> <p>Hasbro, Inc.</p> <p> <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation- State: <u>Rhode Island</u> <input type="checkbox"/> Other _____ </p> <p>Citizenship (see guidelines) <u>Rhode Island, U.S.A.</u></p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Additional names, addresses, or citizenship attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Name: <u>Eddy & Martin Goldfarb And Associates, LLC</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>11669 Santa Monica Blvd., #110</u></p> <p>City: <u>Los Angeles</u></p> <p>State: <u>CA</u></p> <p>Country: <u>U.S.A.</u> Zip: <u>90025-2929</u></p> <p> <input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input type="checkbox"/> Limited Partnership Citizenship _____ <input checked="" type="checkbox"/> Corporation Citizenship <u>California, U.S.A.</u> <input type="checkbox"/> Other _____ Citizenship _____ </p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</p>
<p>3. Nature of conveyance /Execution Date(s) :</p> <p>Execution Date(s) <u>March 30, 2009</u></p> <p> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ </p>	
<p>4. Application number(s) or registration number(s) and identification or description of the Trademark.</p> <p>A. Trademark Application No.(s) _____</p> <p>B. Trademark Registration No.(s) <u>1677745</u></p> <p>Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):</p> <p>IC 02B. US 022. G & S: EQUIPMENT SOLD AS A UNIT FOR PLAYING A PARLOR GAME. FIRST USE: 19880517. FIRST USE IN COMMERCE: 19880517</p>	
<p>5. Name & address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Eddy & Martin Goldfarb And Associates</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>11669 Santa Monica Blvd., #110</u></p> <p>City: <u>Los Angeles</u></p> <p>State: <u>CA</u> Zip: <u>90025-2929</u></p> <p>Phone Number: <u>310-478-8648</u></p> <p>Fax Number: <u>310-478-8703</u></p> <p>Email Address: <u>MrtG@aol.com</u></p>	<p>6. Total number of applications and registrations involved:</p> <p style="text-align: center;">1</p> <p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00</p> <p> <input type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> Enclosed </p> <p>8. Payment Information:</p> <p>Deposit Account Number _____</p> <p>Authorized User Name _____</p>
<p>9. Signature: <u>Martin I. Goldfarb</u> 01 FC:8524 May 6, 2009 40.00 OP</p> <p style="text-align: center;">Signature Date</p> <p style="text-align: center;">Martin I. Goldfarb</p> <p style="text-align: center;">Name of Person Signing</p> <p>Total number of pages including cover sheet, attachments, and document: <u>3</u></p>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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TRADEMARK
REEL: 003993 FRAME: 0922

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made as of 30 day of March, 2009, from HASBRO, INC., a corporation organized and existing under the laws of the State of Rhode Island, having its principal place of business located at 1027 Newport Avenue, Pawtucket, Rhode Island (hereinafter referred to as ASSIGNOR) to Eddy & Martin Goldfarb & Associates, LLC., a corporation organized and existing under the laws of the State of _____, having its principal place of business located at 19434 Londelius Street, Northridge, CA 91324 (hereinafter referred to as ASSIGNEE),

W I T N E S S E T H:


WHEREAS ASSIGNOR is the owner of the trademark SHARK ATTACK, (the "Trademark") and of United States Trademark registration number 1,677,745; and

WHEREAS ASSIGNEE is desirous of acquiring the Trademark, the registration thereof, together with the goodwill of the business with which said Trademark is used.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE all right, title and interest in and to the Trademark and the registration referenced above, together with the goodwill of the business in connection with which said Trademark is

used and which is appurtenant thereto, and which is symbolized by said Trademark, and the right to recover for past infringements of said Trademark.

HASBRO, INC..

By: 
Barry Nagler, Senior Vice President